

EXHIBIT C

United States of America

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WINNING ISN'T NORMAL

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TRADEMARK

PRINCIPAL REGISTER

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FOR: PRINTED MATTER, NAMELY, NON-FICTION PUBLICATIONS, NAMELY, BOOKS, BOOKLETS, PAMPHLETS, ARTICLES, MANUALS AND POSTERS IN THE FIELD OF SPORTS, FITNESS, AND COMPETITIVE PERFORMANCE AND PSYCHOLOGY, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 9-23-1978; IN COMMERCE 12-31-1982.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 85-947,685, FILED 5-31-2013.

SUSAN STIGLITZ, EXAMINING ATTORNEY

